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Luis ECHEVERRIA Alvarez
(Phonetic: ehchevehREEah)

President-elect

Addressed as:
Mr. Echeverría

In July 1970 Luis Echeverría, 48, a member of the long-ruling Institutional Revolutionary Party, was elected President of Mexico; he will be inaugurated on 1 December. In his strenuous campaign, Echeverría pledged to continue the peaceful, harmonious and mutually beneficial relations between the United States and Mexico.

Echeverría has not previously held elective office. He served in the Secretariat of Government as Under Secretary during 1958-64 and as Secretary during 1964-69. In the latter post he held power second only to that of the President.

Tall for a Mexican (6 feet), Echeverría is a powerfully built man of seemingly limitless energy. He has impressed US officials with his exceptionally high intelligence and his nearly total recall of events and individuals. He is a sincere, studious, self-disciplined man with a well-developed sense of humor. A hard worker, he relaxes by playing the guitar, golfing, swimming and riding horseback. He is an accomplished alpinist. He appreciates music and the fine arts. He neither drinks nor smokes. Echeverría speaks little English, but he can follow a conversation in that language. He is married and has eight children.

November 1970

GROUP 1
Excluded from automatic downgrading and declassification

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